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INTERNATIONAL DEMOGRAPHICS

CONSUMER ■ TRENDS ■ AND ■ MARKETS ■ ABROAD

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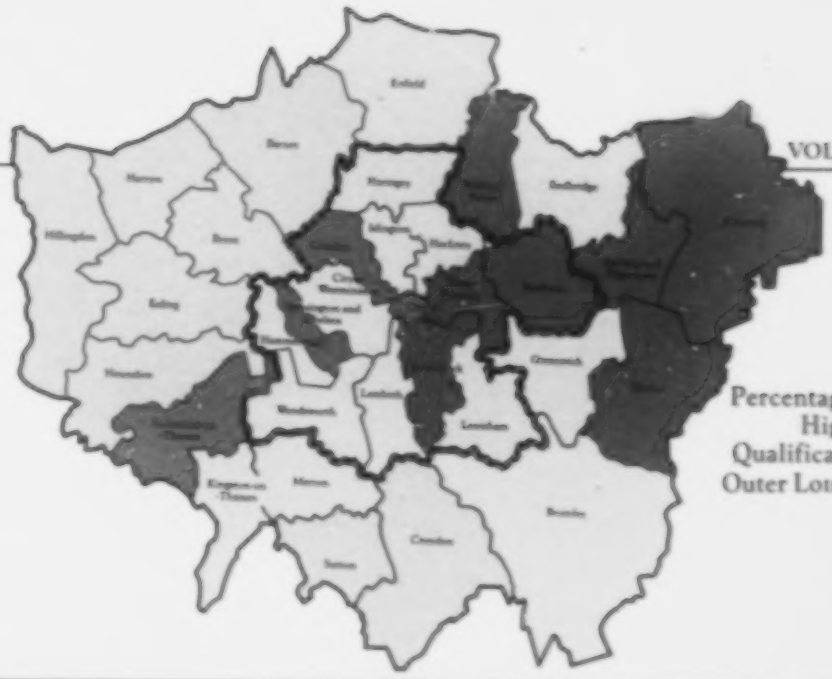
GREATER LONDON



Percentage of People with Higher Educational Qualifications; Inner and Outer London by Borough

■ 10% or less
□ 11-15%
□ 16-20%
■ 21% or more

COUNTRY PROFILE

GREATER LONDON

This profile is based largely on data from a British publication, Key Statistics for Local Authorities, Great Britain, *from the Office of Population Censuses and Surveys and the Registrar General in Scotland. Additional socioeconomic analysis was provided by CACI Marketing Analysis Division in London.*

The British equivalent of the American Yuppie (young urban professional) might be called the Muppie (mature urban professional). Muppies are most at home in Inner London's city proper and Kensington and Chelsea, and in the Outer London boroughs of Barnet, Bromley, Harrow, Kingston-on-Thames, and Richmond-on-Thames. Here reside the top social classes of Britain, the most highly educated Londoners, and fairly high proportions of two-earner households.

Greater London is composed of 33 boroughs, 14 in Inner London and 19 in Outer London. Its geographic area is 1,579 square kilometers, with boroughs ranging in size from the City of London, with only 3 square kilometers, to Bromley, with 152 square kilometers. Inner London comprises 321 square kilometers, and Outer London, with 1,259 square kilometers, is nearly four times as large.

The population density of Greater London is 77.9 persons per hectare, ranging from the most densely populated Kensington and Chelsea with 116 persons per hectare to the least densely populated Bromley, with only 19.5 persons per hectare.

Noteworthy is the small area of the City of London with nearly 6,000 residents but a relatively low population density of 21 persons per hectare. It is the historic center of the London metropolitan area and the financial and business center that includes the head offices of the United Kingdom's principal banks, insurance companies, and trading companies. One of its few residential areas contains the apartments in the Barbican development near St. Paul's.

continued

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THIS MONTH: LONDON

LONDON AS A PERCENT OF ENGLISH:

Population	14%
Households	14
Working married women aged 16–59	13
Men aged 16–64	15
Children 0–15	13
Persons of pensionable age	15
Over age 75	15
Professionals	15
Population with higher education	14
Population born outside UK	38
Owner-occupied homes	12

The Greater London area is governed by the Greater London Council which began its duties in April 1965. The City of London maintains its independent Court of Common Council but is also part of the Greater London Council. The other boroughs also have separate borough councils, but the G.L.C. has primary responsibility for services such as planning, roads, traffic management and control, fire services, refuse disposal, housing, parks, and licensing. The research and intelligence unit has information and research on matters concerning Greater London.

Between 1971 and 1981, Greater London decreased in population by 10 percent, declining from 7.45 million in 1971 to 6.71 million in 1981. Population had also declined in the 1960s. Unlike United States cities, where the center city has decreased in population while the city's outer edges have grown, all 19 outer boroughs and 13 of the 14 inner boroughs lost population in the 1970s. The outer boroughs did not lose population as quickly as the inner boroughs, however. The only borough to gain population was the City of London, which after a decline of nearly 11 percent in the 1960s, showed an increase of 38 percent in the 1970s. However, even with the increase, its total population was only 5,864 residents in 1981, not really a significant number of people.

In 1981, Inner London had 2.5 million residents, or 27 percent of the population in Greater London. Outer London, with 4.2 million people, accounted for the remaining 63 percent. The boroughs of Croydon and Bromley on the southernmost edge of Outer London and Barnet on the northern edge have the highest populations in numbers, but comparatively low densities because they are areas with parks and country estates.

Forty-eight percent of the Greater London population are male. Women outnumber men slightly in every borough.

AGE DISTRIBUTION

Reflecting the aging of the population and the general fertility decline in England, Greater London's population aged 15 and under declined by 20 percent in the 1970s and its population aged 75 and over gained by 11 percent.

Boroughs that have a higher proportion of young children than Great Britain as a whole include Hackney, Newham, Tower Hamlets, Hounslow, Ealing, and Waltham Forest where 6 percent of the population are aged four and under. Not surprisingly, these boroughs contain more households headed by unskilled workers, and more people with lower educational levels than in other boroughs.

Children are least likely to be found in the City of Westminster and the City of London. In Westminster only 4 percent of the population are aged 0 to 4 years and only about 9 percent are aged 5 to 15. In London, the proportions are even lower—2.4 percent for those aged 0 to 4 years and 5 percent for those aged 5 to 15 years.

Greater London's age profile is only slightly older than Great Britain's as a whole, however, and its age distribution reflects the large numbers of people in the prime working ages—London's own version of Yuppies. While 60 percent of Great Britain's population are aged 16 to pensionable age, 63 percent of Inner London's residents and 61 percent of Outer London's population fall into that age group.

College-aged students—16-to-24-year-olds—are found in higher shares in every borough in the Inner City and in the Outer Borough of Brent. The University of London alone has nearly 60,000 students.

Higher than average proportions of 25-to-44-year-olds are more apt to be found in Inner London than in Outer London. They live in areas such as Camden, Hammersmith, Haringey, Kensington and Chelsea, Wandsworth, the City of Westminster and the City of London, where bankers, stockbrokers and insurance executives live close to their work. Thirty percent of the population are aged 25 to 44 and nearly another 30 percent are between 45 and pensionable age. A mere 3 percent are over age 75, probably because the City also has very expensive housing.

ETHNICITY

Just as New York City is considered the melting pot of the United States, so London collects people born in the Commonwealth countries. The newcomers are not always looked on favorably. In 1887 Sir Arthur Conan Doyle wrote, "London, that great cesspool into which all the loungers of the Empire are irresistibly drained," and recent surveys reported in *British Social Attitudes*, the 1984 report by

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Jowell and Airey, find that 90 percent of the population perceive that there is at least some prejudice against blacks and Asians in their country.

In Great Britain as a whole, 6.3 percent of the population were born outside of the United Kingdom, 1 percent were born in the Irish Republic, and nearly 3 percent in the New Commonwealth and Pakistan—commonly referred to as NCWP. In Greater London, on the other hand, 18 percent of the population were born in countries outside the United Kingdom, 3 percent in the Irish Republic, and nearly 10 percent in the NCWP. Thirty-eight percent of all people in England who were born outside the United Kingdom lived in Greater London in 1981.

Inner London has the greatest share of these people. Nearly a quarter of Inner London's population were born outside the United Kingdom, with Camden, Kensington and Chelsea, the City of Westminster, and Haringey having particularly high proportions of foreign-born. In Outer London, Brent has the highest share, with 37 percent. While about a fifth of the population in Inner London's Newham borough are foreign-born, its foreign-born population grew the fastest during the 1970s, at a rate of about 50 percent. In Outer London, Enfield and Redbridge have the fastest growing immigrant populations.

EDUCATION AND SOCIAL CLASS

Men and women in Greater London are likely to have more education than people in the nation as a whole, probably because of the kinds of jobs that attract people to Greater London.

Women in Inner London are slightly more likely to have a college education than are men, although the opposite is true in Outer London. Fifteen percent of men and 16 percent of women in Inner London had higher educational qualifications in 1981, while 16 percent of men and 13 percent of women in Outer London had such qualifications. The best-educated people in Inner London—both men and women—were found in the City of London, followed by Camden and Kensington and Chelsea. Nearly 41 percent of men and a quarter of women have higher education qualifications in the City of London, again reflecting the nature of the jobs held by people who live in this business and financial center. In Outer London, the best-educated people reside in Barnet, Bromley, Richmond-on-Thames, and Kingston-on-Thames.

The most affluent and middle-class boroughs in London are the ones dominated by people in the three top social classes—professionals, middle managers, and skilled workers. (See sidebar for further explanation of social classes.) The extent of Great Britain's reliance on skilled workers is evident from the significant number of people in these three classes who reside in most boroughs.

There are several boroughs in which 7 percent or more of residents live in households headed by a professional. They include the City of London, 15 percent; Richmond-on-Thames, 9 percent; Kensington and Chelsea, Barnet, Harrow, and Kingston-on-Thames, 8 percent; and Camden, 7 percent.

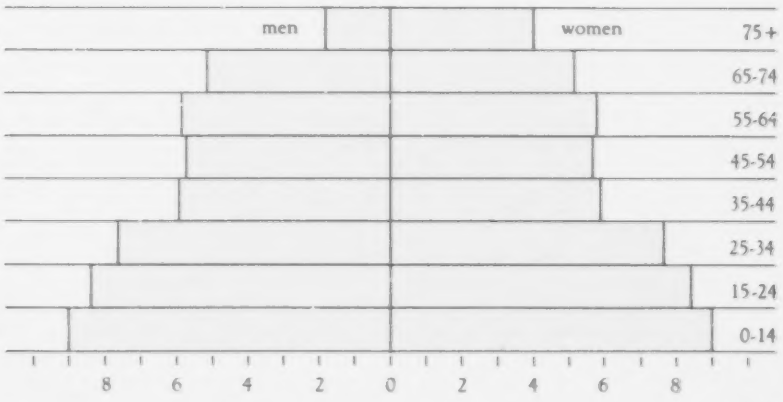
The poorest boroughs in London, judging from the unskilled nature of the occupations of their household heads, are Hackney, Newham, Tower Hamlets, and Barking. Outer London boroughs have a more consistent share of social class II and III workers than do the Inner London boroughs.

LONDON'S WOMEN AND CHILDREN

Women in the paid labor force are not as prevalent in Great Britain as in the United States, but their numbers did increase in the 1970s. There were 10.5 million married women in Great Britain between the ages of 16 and 59 in 1981. There were 4.9 million single, widowed, and divorced women in the same age group. Among married women, 57 percent were economically active, but of those about half worked fewer than 30 hours a week—a part-time job in Britain. Of the single, widowed, and divorced women, 70 percent were

POPULATION OF GREATER LONDON BY AGE AND SEX: 1981

(in percent)



age	*total*	*male*	*female*
All ages	6,608,598	3,184,388	3,424,210
Under 15	1,219,152	624,206	594,946
15–24	1,100,058	545,896	554,162
25–34	1,026,310	514,181	512,129
35–44	775,894	384,843	391,051
45–54	744,444	368,500	375,944
55–64	743,981	357,855	386,126
65–74	615,289	268,881	346,408
75+	383,470	120,026	263,444

Note: The youngest age group is a 15-year span rather than a 10-year span.
Source: CACI Marketing Analysis Division, London.

economically active and only 12 percent worked part-time.

Women in urban areas around the world generally are more apt to work in the paid labor force than their rural sisters. Women in London are no exception. There is little difference, however, in the labor force participation rates between the married women who live in Inner London and those who live in Outer London. The highest proportions of married working women are found in the City of London where professional career couples are common. In Hammersmith, Haringey, Islington, Lambeth, Southwark, and Wandsworth more than 60 percent of married women are in the paid labor force. In Outer London, Brent, Croydon, Ealing, Hillingdon, Hounslow, Kingston-on-Thames, Merton, and Richmond-on-Thames each have at least 60 percent of married women at work. In most cases about 60 percent of those working are at full-time jobs.

Inner London's single women are slightly more likely to work than single women in Outer London. Among the 1,000 single, widowed, and divorced women who live in the City of London, 90 percent work, as do nearly 80 percent of those who live in Westminster and Hammersmith. The vast majority work full-time. Although slightly lower proportions of single women in Outer London work, even there at least 70 percent in all boroughs work and in Hounslow, 75 percent work. The group of nonworking single, divorced, and widowed women in Outer London includes higher proportions of women of pensionable age than the comparable group in Inner London.

Working women are important to the economy of London because they provide some of the household income that makes it a relatively affluent city, but of course they are not the only workers. Between 86 percent and 93 percent of men between the ages of 16 and 64 in all boroughs are economically active. Working women in Britain affect a family's consumption patterns in much the same way they do in the United States, although men in Britain do not take on as much of a household role as do women, even when their wives are working in the paid labor force.

Thirty-four percent of British households include children under age 16, and 13 percent of children have mothers who work full-time. By comparison, 29 percent of households in Greater London include children under age 16 and 17 percent of children have full-time working mothers. A smaller share of Inner London households include children than do Outer London households, and Inner London households that do have children are more apt to have only one child than are Outer London

TIPS ON TRENDS

CHINESE BABY BOOM

The Chinese babies of the 1960s are now reaching marriageable age and a baby boom is sure to result.

"Even if China's birth control plan is successful," said Tom Fingar, senior research associate in Stanford University's Northeast Asia-U.S. Forum on International Policy, "China will add the equivalent of nearly the entire population of the United States (236 million people) between now and the year 2000. If they are not successful, they will add 100 million more."

GNP GROWTH IS SLOW

Between 1973 and 1982, GNP per capita grew less than 2 percent a year in 83 countries and territories with more than a third of the world's people, according to the 18th edition of the recently-published World Bank Atlas.

In 31 countries with 1.4 billion people, another third of the world's population, GNP per capita grew by 4 percent or more a year, reflecting an adjustment by these countries to changing world economic conditions. Those 31 countries are listed below in alphabetical order: Antigua & Barbuda, Bahrain, Belize, Botswana, Cameroon, Cape Verde, China, Egypt, Greenland, Guadeloupe, Hong Kong, Hungary, Indonesia, Jordan, Republic of Korea, Lesotho, Macao, Malaysia, Malta, Montserrat, Oman, Paraguay, Saudi Arabia, Singapore, Suriname, Syria, Thailand, Trinidad & Tobago, Tunisia, Yemen-PDR, and Yugoslavia.

The 1985 Atlas also documents improvements in such "quality of life" indicators as life expectancy and primary school enrollment, especially in developing countries.

Life expectancy at birth in the developing countries was 60 years in 1982, compared with 45 years in 1960.

The average primary school enrollment ratio for the developing countries rose from 80 percent in 1960 to 96 percent in 1982. During the same period, enrollment in the developing countries more than doubled, from about 240 million to nearly 500 million.

DIVORCE RISES IN PUERTO RICO

Divorced women as a share of households increased in Puerto Rico by 19 percent during the 1970s, according to economist Nelson E. Soto Valesquez in his final report from the Planning Board of the Commonwealth of Puerto Rico.

About 25 percent of Puerto Rican women who live in the United States are single parents, compared with about 19 percent of women in Puerto Rico. The majority of the divorced women who head their own households in Puerto Rico are highly-educated and have a full-time industrial job in an urban area.

The Planning Board found that women in Puerto Rico dramatically increased their educational attainments during the 1970s, leading to better job opportunities.

As in the Continental United States, single-parent families are important consumers of convenience foods because of the demands on their time. •

—*L. Medina*

households. In Inner London, 19 percent of children have full-time working mothers, compared with 15 percent of children in Outer London.

In Greater London there are 5,675 men living alone with children under age 16 and 61,749 women living in that situation. Of the women, 42 percent are employed and 63 percent work full-time.

Not surprisingly, of Inner London boroughs, the City of London has the lowest proportion of households with children—10 percent. The majority have only one child, and 4 percent have children under age 4. A quarter of the children have full-time working mothers, the highest proportion anywhere in London. A fifth of children under age 16 in Hackney, Hammersmith, Haringey, Lambeth, Wandsworth and the City of Westminster have working mothers.

The highest proportion of working mothers in Outer London is in Brent, where 24 percent of children under age 16 have full-time working mothers. The lowest share is in Barking where only 11 percent of children have mothers who work full-time.

National studies in Britain show that child care is usually provided by relatives such as the father or grandparents while the mother works. As the proportion of women in the work force increases, Britain has the potential for some kind of commercial day-care establishments.

TRANSPORTATION

London's excellent system of public transportation is used by 40 percent of people to travel to work. Another 37 percent go by car and 13 percent walk to work. In Greater London, about 3 percent of the labor force work at home.

Reflecting its centrality to business and banking offices, the City of London has the highest proportion of residents who walk to work—about 43 percent. Only 24 percent take the bus or tube and fully 16 percent work at home, the highest share in any borough.

POPULATION CHARACTERISTICS OF GREATER LONDON: 1981

	total population	*number of households*	*average household size*	*% of households with children under age 16*	*% of single-person households*		
					total	*with non-pensioners*	*with pensioners*
Outer London							
Total	4,215,187	4,133,300	2.68	31%	22%	9%	14%
Barking	149,786	55,800	2.65	31	22	6	16
Barnet	293,436	106,300	2.68	30	23	9	14
Bexley	215,233	77,500	2.75	34	18	6	12
Brent	253,275	89,300	2.78	32	25	12	13
Bromley	296,539	109,300	2.66	31	21	8	13
Croydon	317,980	114,600	2.72	33	22	9	12
Ealing	279,846	100,300	2.74	31	24	12	12
Enfield	258,770	95,100	2.68	32	22	7	15
Greenwich	211,840	78,100	2.65	32	24	9	15
Harrow	196,571	70,400	2.77	33	20	7	13
Havering	240,849	84,700	2.81	35	17	6	11
Hillingdon	229,913	81,800	2.72	33	19	7	12
Hounslow	200,829	73,100	2.69	31	23	10	13
Kingston	132,957	51,400	2.52	28	25	11	15
Merton	166,100	64,000	2.56	28	25	9	15
Redbridge	226,280	82,800	2.67	30	22	9	13
Richmond	159,693	64,100	2.42	25	29	13	16
Sutton	169,343	63,600	2.60	30	23	9	15
Waltham Forest	215,947	80,700	2.63	31	25	9	16
Inner London							
Total	2,497,978	2,359,300	2.45	26%	32%	16%	16%
City of London	5,864	2,000	1.95	10	41	32	9
Camden	172,014	70,100	2.16	20	40	22	18
Hackney	180,434	68,500	2.58	30	30	15	15
Hammersmith	148,447	61,100	2.30	22	35	19	16
Haringey	203,553	77,100	2.60	29	28	14	14
Islington	160,890	64,300	2.40	26	33	18	16
Kensington	138,837	56,100	2.09	18	43	27	16
Lambeth	246,426	95,700	2.50	27	30	16	15
Lewisham	231,324	88,300	2.58	29	26	10	15
Newham	209,494	74,200	2.80	34	24	9	14
Southwark	211,858	83,100	2.48	28	29	13	17
Tower Hamlets	142,841	53,100	2.57	29	29	13	16
Wandsworth	254,898	98,200	2.51	27	30	14	16
Westminster	191,098	73,100	2.07	17	43	24	19
Greater London	6,713,165	6,492,600	2.59	29%	26%	12%	14%

TIPS ON TRADE

PRIMARY HEALTH CARE A TOP PRIORITY

Eight Middle East countries are currently exhibiting more interest in primary health care than in building hospitals and providing expensive specialists. The interest is spurred in part by persistently high infant mortality levels.

A new report from the *Economist*—Health Services in the Middle East (Special Report No. 184)—studies the health services provided in each country as compared with its current health profile.

The eight countries vary greatly in size and wealth. Annual incomes range from $500 per capita in the Yemens to over $20,000 per year in Kuwait, Qatar, and the United Arab Emirates, where new problems of heart disease, lung cancer, and traffic accidents are overlaid on trachoma, TB, and intestinal infections.

Medical manpower statistics, broken down where possible between locals and expatriates, give further insight into each country's problems. The report concludes with a chapter on pharmaceutical developments in the region.

For more information, contact Danielle Carrigan, The Economist Publications Ltd., 40 Duke Street, London W1M 5DG, England; telephone 01-493 6711; telex: 266353. •

Public transport is favored in Hackney, Islington, Lambeth, and Southwark where more than 50 percent of workers travel by bus or train. Travel by car is fairly popular in Haringey, Lewisham, and Newham where at least 30 percent of workers use that method. Walking is also popular in Tower Hamlets and Westminster where one-fifth of the people walk to work.

Despite the availability of reliable public transport, London is no stranger to urban traffic congestion. Cars are the popular means of transport in the Outer Boroughs and rush hour traffic jams are legend. Whereas 50 percent of workers travel by bus or tube in several Inner London boroughs, 53 percent travel by car in Hillingdon and nearly 50 percent use that means in Havering, Harrow, and Sutton. At least 45 percent travel by car in Barnet, Bexley, Enfield, Hounslow, and Kingston-on-Thames. Only about 12 percent of the people in any Outer London borough walk to work.

Two or more cars are relatively common in the suburban United States, but in London, the public transport system and the centralized retail areas make more than one car unnecessary. While suburban residents in the United States need cars to reach decentralized shopping malls on the outskirts of residential areas, British retail shops are usually clustered in a central location in the heart of residential areas.

A clear majority of households in Greater London have either no car or only one car. Even in Outer London where the car is used more frequently to get to work, 36 percent of households have no car and 47 percent have only one. In Inner London, nearly 60 percent have no car and 34 percent have only one.

In Outer London, households with cars are most likely to be found in Havering, Hillingdon, Harrow, Bexley, Bromley, and Sutton where about 70 percent of households have at least one car. Not surprisingly, these boroughs are farthest from the center of Greater London.

Because public transportation is so widely used and because commercial television is not as accepted as in the United States, buses, train cars, and stations provide important positions for outdoor advertising in Britain. This is especially true in London, where buses and the interiors of tube stations and cars are plastered with commercial advertising.

London Transport Advertising, a government agency, is responsible for this advertising and has extensive information available about product potential on various lines, some of it based on CACI's ACORN system. For example, London Transport says that 6.8 percent of the Greater London market live in Multi-Let Housing With Immigrants, ACORN's cluster 26. A handbook from London Transport Advertising comments, "Although a low-status type area, its cosmopolitan character results in high market potential for ethnic products and certain up-market products such as air travel and table wine." In this cluster, London Transport finds that one-third of the adult population use the underground at least once a week.

For ACORN cluster 32, "Established High-Status Suburbia," in which 11.6 percent of the Greater London population live, the handbook comments, "An excellent market for manufacturers of consumer durables and a very useful target market for the leisure industry, although not necessarily for those services aimed at young people."

Cluster 28, "Student Areas: Affluent Inner London," where 8 percent of the population live are cited as good targets for restaurants, travel, and some luxury products targeted to the older affluent market. In these neighborhoods, 35 percent of residents use the underground at least once a week.

HOUSEHOLDS AND HOUSING

Households in Greater London declined by 5 percent in the 1970s to a total of 2.5 million in 1981. Average household size declined from 2.8 persons in 1971 to 2.6 persons in 1981. Inner London households declined by 13 percent during the 1970s, to a total of 965,000, with an average household size of 2.45 persons. Outer London households increased by nearly 1 percent to 1.54 million, with an average size of 2.68 persons each.

Household size is the smallest in the City of London, where it dips slightly below 2 persons per household. Households are largest in Newham and Havering where they average about 2.8 persons each.

Except for the City of London, which had a 74 percent growth in households in the 1970s, no Inner London borough experienced household growth. However, five Outer London boroughs—Bexley, Greenwich, Havering, Hillingdon, and Sutton—experienced a growth rate of 5 percent or higher.

Nationally, 22 percent of households in Britain consist of one person alone. Of those, 65 percent are pensioners. In Greater London, 26 percent of households are single-person, with 55 percent of those pensioners.

In Inner London, the City has the highest share of single-person households—41 percent of the 2,000 households in the city are composed of one person living alone. Of those, only 22percent are pensioners. Most Inner London boroughs have about 30 percent single-person households, but about half of them are pensioners, except in Kensington and Chelsea, Camden, and the City of Westminster.

In Outer London, single-person households are even more likely to include pensioners. In Outer London, 22 percent of households are single-person, 61 percent of them pensioners.

About a quarter of all Greater London households have no economically active adults. About 35 percent of households have one earner, 40 percent have two or more. Thirty-seven percent of households in Inner London have one earner, and an equal proportion have two or more. In Outer London, however, 42 percent of households have two or more earners while only 34 percent of households have only one earner.

As in the rest of Britain, private rentals in London have fallen off as more people buy their homes or rent them from local authorities. Local governments in Britain are accustomed to being landlords, but new statutes encourage them to sell their apartments and houses at favorable rates to tenants who have had long occupancy.

Whereas in the United States public housing is considered a last resort, in Britain it is quite respectable to live in publicly-owned housing. A third of Greater London households rent their housing from a local authority. While owner-occupancy increased by 553 percent in the City of London between 1971 and 1981—the highest percentage increase of any borough in London—69 percent of the households there still rent from the City, and only 5 percent own their dwellings.

Knowing an area's owner-occupancy rates is important because homeowners tend to spend much more on do-it-yourself items and household repairs than do nonhomeowners. The highest rates

INSIDE INFORMATION

SOCIAL CLASS

Since 1911 in Great Britain it has been customary to assign occupational groups to social classes. If a person is retired or permanently ill rather than economically active, the assignment is made on the basis of former occupation. The five classes and a description of each follows:

I Professional workers in occupations that require a university degree.

II Intermediate workers in occupations associated with professional occupations but without the requirement of a university degree such as nurses, teachers, auxiliary medical personnel, managers in central and local government, managers and employers in small and large establishments in commerce and industry, artists, trained personal service workers, and self-employed people who are not professionals, including farmers.

IIIN Skilled nonmanual workers in occupations that require specific and considerable skills including foremen and supervisors in small and large industries.

IIIM Skilled manual workers in occupations that require specific skills.

IV Partly skilled workers in occupations that require slight but specific skills, such as personal service workers.

V Unskilled workers in occupations that require no specific skills but the ability to perform manual labor.

HOW CACI CLUSTERS LONDON

The CACI Market Analysis Division based in London has characterized London's neighborhoods through its ACORN system. ACORN is an acronym for A Classification of Residential Neighborhoods. All British neighborhoods fall into one of 11 major categories and 39 subcategories developed by CACI under the guidance of Richard Weber, a vice president of the firm and a former planner in Britain.

To help in our understanding of Inner and Outer London, CACI classified these two divisions for us. A more detailed analysis is available from CACI in London.

CACI CLASSIFIES LONDON

ACORN type	*total population*	*inner London (percent)*	*outer London (percent)*
A. Agricultural areas	828	0%	0%
B. Modern family housing, higher incomes	469,130	0.4	11.0
C. Older housing of intermediate status	337,434	1.7	7.1
D. Poor quality, older terraced housing	193,833	3.9	2.3
E. Better-off council estates	567,522	4.2	11.1
F. Less well-off council estates	563,559	12.7	6.1
G. Poorest council estates	599,057	18.1	3.8
H. Multi-racial areas	1,190,816	22.7	15.3
I. High status nonfamily areas	1,011,242	25.0	9.7
J. Affluent suburban housing	1,294,294	3.1	29.1
K. Better-off retirement areas	324,597	6.7	3.9

of owner-occupancy in Inner London are in Hammersmith, Haringey, Kensington and Chelsea, Lewisham, Newham, and Wandsworth. In each of these boroughs at least 30 percent of households own the homes they occupy. In comparison, 62 percent of households in Outer London own the home they occupy. Only Barking and Greenwich have lower than 40 percent owner-occupancy rates.

When houses have more than one person per room, the housing is considered to be overcrowded. Except for Liverpool and Tyne and Wear, the highest proportions of British people living in overcrowded conditions are reported in London. While about 13 percent of households in England are considered overcrowded, Greater London has an overcrowding rate of 19 percent.

More than a quarter of households in Inner London are overcrowded. This may well be because people who work in the inner city live in minimal dwellings during the week but spend the weekends in more spacious accommodations in the country. About 40 percent of dwellings in Inner London have only one to three rooms. In the City of London, nearly 60 percent of households are that small. Despite the apparent overcrowding, few households lack inside toilets and bath facilities.

Only about 15 percent of households in Outer London have one or more persons per room. Brent has the highest overcrowding rate with nearly a quarter of its households having one or more people per room.

CONSUMPTION

The annual Family Expenditure Survey conducted by the Office of Population Censuses (and available from the HMSO address in the Sources section) finds that Londoners spend more per household on housing, durable household goods, and services than the average United Kingdom household, but considerably less on tobacco and fuel for light and power. They spend more than other British households on vegetables and fruits and other food—in all likelihood by eating out and buying takeaway foods. But despite their greater expenditure on fruits and vegetables, London households eat fewer fresh and more processed vegetables than their country cousins, but more fresh fruit. They spend less than other British households on cereal products and sugar and preserves, possibly reflecting the smaller share of homes with children and the slightly smaller household size in Greater London. London households consume more lamb, poultry, pork, and fish than other households.

IN BRITAIN IT IS QUITE RESPECTABLE TO LIVE IN PUBLICLY-OWNED HOUSING, ALTHOUGH NOW THERE IS A MOVE AFOOT TO ENCOURAGE INDIVIDUAL OWNERSHIP OF HOMES. TWELVE PERCENT OF THE BRITISH WHO OWN THEIR OWN HOMES LIVE IN LONDON.

Londoners are less likely to have central heating in their homes—probably because the housing stock in London is older and there are more apartments. They are also less likely to have a washing machine or a television, but more likely to have a telephone and a refrigerator than other households.

While there are some lifestyle variations between urban and rural areas in Great Britain, they are not as great as the variations found in the United States between the East Coast and the Midwest, for example. One reason is that Britain is simply not as spread out geographically as the U.S. Another is that the British national media—newspapers, magazines, radio, and television—tend to provide people with the same information.

The United States has only one or two newspapers that could be considered national. In Britain, however, there are 13 national newspapers, all of which are distributed through the newsstand because national distribution systems are so good. Three-quarters of the population reads a national morning daily newspaper, according to a 1983 National Readership Survey reported by the Joint Industry Committee for the National Readership Surveys. And, unlike the United States where newspapers worry about losing circulation among younger adults, readership of British daily national newspapers is highest among those aged 15 to 24.

Because British lifestyles do not vary as much as American lifestyles, inferences that can be drawn from demographic data on the types of families and households in Greater London are a reasonable way to help determine whether a borough presents a good potential market for household durables, fast food, child care, or other goods and services.

SOURCES

A profile of Great Britain and the results of the 1981 Census was published in *International Demographics* in April 1983. To help the reader put this report on Greater London in context, that issue is available for $14.00 from International Demographics, P.O. Box 68, Ithaca, NY 14851; telephone (800) 828-1133. In New York State, call (800) 462-8686.

The primary data source for this profile was *Key Statistics for Local Authorities, Great Britain*, publication no. CEN 81 KSL A, £9.10. Order from HMSO, P.O. Box 276, London SW8 5DT, England; telephone 01-622 3316 for orders.

Survey data on the lifestyles and attitudes of the British in general is published in *Social Trends 15* (the 1985 edition), available for £19.95 from the HMSO address above.

London Transport Advertising can be reached at Lindsay House, 167-169 Shaftesbury Avenue, London WC2H 8AW, England, telephone 01-836 3456. •

FEATURE

USING FOREIGN-BORN POPULATIONS TO TEST FOR MARKET FEASIBILITY

New products developed in other countries are moved into this country on a regular basis. Topal toothpaste, for example, was first sold in the Latin American market to smokers who wanted their teeth to be bright and shiny.

Sometimes the first reason foreign producers look to this country is because they know there is a substantial market of their countrymen living here. But can U.S. manufacturers use the response of the foreign population here to give a preliminary indication of whether a product is appropriate for market entry into another country? If so, the U.S. Census Bureau may be able to provide the necessary data.

The Center for International Research at the U.S. Census Bureau has compiled data on people from 163 countries who live in the United States. The data show their household incomes, labor force participation, and educational levels. These data would help establish whether there are enough people living in this country with appropriate demographic characteristics to provide for a test.

For example, using a report from the Census Bureau, we did a quick analysis of the U.S. population born in the Philippines. Of the approximately half million Filipinos in the United States, about 35 percent—or 172,700—have lived in this country for ten years or less. Of those Filipinos, nearly half live in metropolitan areas of California. California would therefore be the best place to set up a Filipino household panel that could help you decide if a product is appropriate for sale in the Philippines.

The majority of Filipinos in this country—78 percent—are between the ages of 16 and 64. A significant majority of those over age 5 speak something besides English at home—probably Tagalog. Certainly this group could advise a company on whether its advertising would be offensive in Tagalog.

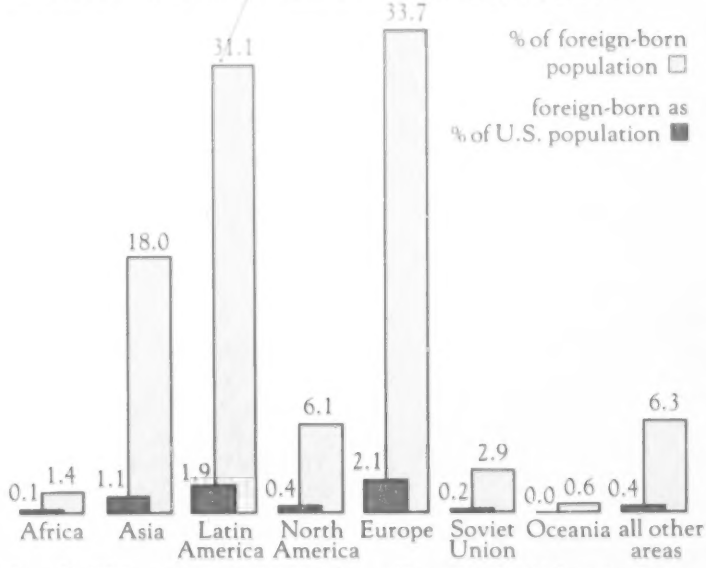
Three-quarters of the Filipinos in this country are high school graduates, and 42 percent of them have completed four years or more of college. Thus, they are a fairly well-educated group that would be representative of an upper-middle class audience in the Philippines—the consumer group of most interest to the majority of U. S. firms.

Sixty-eight percent of Filipinos aged 16 and over in the United States are in the labor force. There is no difference between men and women in labor force participation. A fifth are engaged in professional or specialty occupations and 16 percent are in service occupations. Median household income for Filipinos in 1979 dollars was $22,787, significantly higher than the median income of $16,841 for all U. S. households.

The analysis of the people born in the Philippines compiled by the U.S. Census Bureau offers details on labor force participation, education, occupation and industry, language spoken, citizenship, marital status, fertility, and state-by-state distribution. Income characteristics of households, families, and individuals are presented by region. All data are cross-classified by year of immigration. •

For more information on detailed reports on the foreign-born population, write the bureau's Data User Services Division, Washington, DC 20233.

DISTRIBUTION OF THE FOREIGN-BORN POPULATION AND AS A PERCENT OF THE U.S. POPULATION : 1980



Sources: The U.S. Bureau of the Census, 1984, "Socio-Economic Characteristics of the U.S. Foreign-born Population Detailed in Census Bureau Tabulations," by Public Information Office, unpublished, table 1.

REGIONS

MIDDLE EAST

ADVERTISING IN THE MIDEAST

The equivalent of $168 million was spent on advertising in 1983 in the Gulf Cooperation Council countries—Saudi Arabia, Kuwait, United Arab Emirates, Bahrain, and Qatar. (Figures for Oman are not available for 1983.)

A report from Pan Arab Research Center shows that the largest share—36 percent—was spent in Kuwait. Of the $61 million spent there, 15 percent was on television, 61 percent on newspapers, and 24 percent on magazines.

Saudi Arabia, with no television advertising, ranked second with a total of $60 million. In that country, 77 percent was spent on newspaper advertising, and 23 percent on magazines.

The United Arab Emirates ranked third with $31 million spent—40 percent on television, 56 percent on newspapers, and 4 percent on magazines.

Television was the most important medium in Bahrain where 58 percent of the $10 million was spent on television, 39 percent on newspapers, and only 3 percent on magazines.

Qatar ranked last with an expenditure of only $6 million, spending 48 percent each on television and newspapers, and 3 percent on magazines.

Overall, advertising expenditures were up 15 percent in the region between 1982 and 1983. The greatest increases were in Bahrain and Saudi Arabia.

More information and 1984 figures for advertising expenditures on a product-by-product, country-by-country basis are available from Pan Arab Research Center, W.L.L., P. O. Box 24744, Safat, Kuwait; telephone 2450783; telex 23770 PARC HO.

EUROPE

BRITISH DIVORCE SLOWS

After two decades of increasing divorce, the trend in England is slowing.

There were 147,479 divorces in 1983, an increase of half a percent over 1982. While this is nearly 2.5 times the number in 1970, it is still fewer divorces than in 1980, the peak year, when there were 148,301. In 1983, a dozen of every 1,000 married persons divorced.

While the number of people ending a first marriage continued a slight downward trend, the number of people divorcing a second time increased. Of the marriages that ended in divorce in 1983, 79 percent had been the first marriage for both parties, compared with 80 percent in 1982. Fourteen percent were among couples in which only one spouse was in a first marriage, and 8 percent were among couples in which both husband and wife were divorcing for a second time or more.

The number of children under age 16 whose parents divorced in 1983 also declined, in line with the decreasing number of children in the population. But while the trend decreased for children aged 5 to 10 years, an increasing proportion was aged 5 and under. Of all children under 16 whose parents divorced in 1983, 29 percent were under 5, compared with 27 percent in 1982, 25 percent in 1981, and 24 percent in 1980.

Source: Office of Population Censuses and Surveys, Ref FM2 84/1.

WEST GERMANY

West Germany lost population in 1984, making it the 12th year in a row that the country's annual death rate was higher than its birth rate.

The Federal Bureau of Statistics in Wiesbaden also reports that the number of foreigners living in the country at the end of last September was down by about 171,000 or 4 percent compared with September 1983. Other figures put the annual life expectancy of a male infant born in West Germany at 70.2 years, up from 66.9 years during the early 1960s. For a woman, life expectancy is up from 72.4 years during the 1960s to the current 77.1 years. Marriages last year, when totaled, are expected to equal the number for 1983—370,000. The divorce rate has not yet been released.

Nearly two-fifths of German men between the ages of 55 and 65 are no longer working, according to a study recently released by the Federal Bureau of Statistics in Wiesbaden. At the beginning of 1983, the study found, those who had left their jobs or were unemployed represented 16 percent of males aged 55 to 57.

Among 64 year olds, the proportion jumped to 80 percent. German women have left the job market in even greater numbers. Two-thirds of those between ages 55 and 57 and 95 percent of those at age 64 were not

gainfully employed, the Bureau's figures show.

AFRICA

SOUTH AFRICAN CENSUS

A mid-decade census was held in South Africa in March. Compared with the 76 questions asked in 1980, the 1985 questionnaire had 12 questions on statistics that are in flux: level of education, occupation, age, and population group. There are no 1985 questions on home language, physical disability, religious belief, or income. First results are expected in July, with final results in June 1986.

NORTH AMERICA

MICRODATA TAPE READY

The 1981 Public Use Sample Tape Microdata file for individuals, which contains detailed demographic and economic data along with selected family and household characteristics, is now available from Statistics Canada. The Household/Family file will also be available any time now.

Microdata files cost $300 each, including one copy of the user documentation manual. The household/family files will sell for $600 each. Additional copies of the user documentation file are $50 each. A contract must be signed before the purchase can be made.

For more information or contract and technical specification forms, contact the CANSIM Division at (613) 990-8200 or write to Census Tape Inquiries, CANSIM Division, Statistics Canada, Ottawa K1A OT6.

CANADA

Canada's next census will be taken in 1986. In partial preparation, Statistics Canada recently hosted a conference on census dissemination. Representatives from each Canadian region, Australia, France, New Zealand, the United Kingdom, and the United States attended to discuss the ways that census information is distributed, who the customers are, what kinds of census publications are needed and how to promote the products and provide service to clients.

SOUTH AMERICA

ECUADORIAN CENSUS

The total population of Ecuador, according to preliminary results from the 1982 census, is 8,053,280. There were 3.9 million urban residents and 4 million rural residents, as well as 56,600 people who live in zones that are unclassified.

The table shows the population of regions, provinces, and areas. Individual canton totals are available in a publication in Spanish from Instituto Nacional de Estadistica y Censos.

The most urbanized province is Guayas with 1.4 million people living in urban areas, compared with 644,000 in rural areas. The second most urbanized is Pichincha, with 962,000 urban residents and 407,000 rural residents.

LATIN AMERICAN UNEMPLOYMENT

As much as 46 percent of the labor force in Latin America and the Caribbean could be unemployed or underemployed by 1986 if current trends continue. A report issued by the General Secretariat of the Organization of American States says that the outlook for a rapid recovery in Latin America "is limited not only by growing doubts about the intensity and the duration of the present recovery in the world economy, but also by the sluggishness still observed in some European countries."

The report predicts a 1 percent decline in per capita Gross Domestic Product in 1984, and points out that the region as a whole would be set back to a standard of living attained in 1976 if that prediction is correct.

To obtain a copy of the *Statistical Bulletin* of the OAS containing the most recent report on the region's economy, contact the Sales and Promotion Unit, Department of Public Information, Organization of American States, Washington, DC 20006; telephone (202) 789-3533.

ASIA PACIFIC

AUSTRALIAN GROWTH

The official 1984 estimate of the population of Australia is 15,507,100, according to the Australian Bureau of Statistics.

The increase of the Australian population during 1983 is estimated at 175,100 persons or 1.1 percent over the estimated resident population in 1982. There were 242,700 births registered, an increase of 2,800 or 1.2 percent over the 1982 figure. There were 110,200 or 4 percent fewer deaths than in 1982. Net estimated migration was about 42,000—60,000 lower than the figure for 1982. The crude birth rate remained unchanged as did the total fertility rate. Since 1970, the total fertility rate in Australia has been between 1.90 and 1.94—on a par with other well-developed countries.

There were 114,800 marriages registered during 1983, a decline of 2,500 from the number registered in 1982. The crude divorce rate also dropped slightly. There were 43,400 divorces in 1983, 700 fewer than 1982.

COMING UP

Venezuela is already the sixth most populous country in Latin America. It is also one of the fastest growing markets in the region.

An update: The United Nations has released its 1982 assessment of world populations; how projections have changed since 1980.

PUBLICATIONS

Korea's Competitive Edge: Managing the Entry into World Markets, by Yung Whee Rhee, Bruce Ross-Larson, and Garry Pursell, 1984, Baltimore: Johns Hopkins University Press, for the World Bank, 163 pp., $19.95. Order from the Johns Hopkins University Press, Baltimore, MD 21218.

Korea's extraordinary export growth has attracted the admiration of many other developing countries. In 1962, when Korea's export drive began, its exports were worth $52 million. By 1964, they had exceeded $100 million; by 1968, $500 million; by 1970, $1 billion; and by 1977, $10 billion. In 1981, Korea's exports were valued at $20 billion. More than 90 percent of the exports in that year were manufactured goods, comprising about one-sixth of all manufactured exports by developing countries. Korea's rapid trade growth, with exports increasing almost 25 percent a year in constant prices, and imports increasing 17 percent a year, made possible the 9 percent annual growth of the Korean economy during the 1960s and 1970s.

Why has Korea been so successful in entering world markets and in maintaining its competitive edge there? This book attempts to answer that question with information gained from a survey of 113 Korean exporting firms that two of the authors conducted in 1976. The firms chosen for the survey were larger than the average Korean firm. The average annual sales of these companies was $32 million, compared with $500,000 for all Korean companies, and their average work forces comprised more than 2,500 people, compared with about 50 employees per company nationwide..

Following the introduction, the second chapter describes the system of export incentives in Korea. Chapter 3 examines the way exporters regard the export targets and monthly trade promotion meetings and spells out some of the contributions of those institutions to efficiency and to the effectiveness of the system of export promotion. The ways that Korean exporters acquire technology is discussed in chapter 4, as well as what is involved in mastering new technology. Chapter 5 examines who does what in marketing Korean exports. The final chapter explains the probable causes of Korea's setbacks in the late 1970s, speculates about some of the challenges Korean exporters face in the 1980s, and details some of the lessons of Korea's experience for other developing countries.

Culturgrams, by Center for International and Area Studies, 1984, Provo, Utah: Brigham Young University, 4 pp., 35 cents each for choice of about 80 countries. To obtain a list of countries for which *Culturgrams* are available, contact Brigham Young University, David M. Kennedy Center for International Studies, Publication Services, Box 61 Faculty Office Building, Provo, Utah 84602; telephone (801) 378-6258.

These brief, informal reports on getting along in foreign countries are compiled by Brigham Young University. Typically, subjects covered include greetings, eating, public meetings, gestures, shopping, traveling, general attitudes, population, language, religion, holidays, family, dating, social and economic levels, land and climate, history and government, economy, education, transportation, health, and a few useful words and phrases. They are useful, inexpensive background for people making a quick trip to a foreign market.

World Population: 1984, 1984, Washington, D.C.: Bureau of the Census, 17 pp., $1.50. Order from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402 or any U.S. Department of Commerce District Office.

The Census Bureau's new estimates forecast a growth of 29 percent in the world's population between now and the turn of the century, with the number of inhabitants rising from 4.8 billion to 6.2 billion. The bureau sees a continuation of growth in the share of the world's population in Africa, Asia, and Latin America, and a decline in the share in North America, Europe, and the Soviet Union.

The report presents estimated and projected mid-year population for every 5 years from 1950 to 2000 for the world and its regions; estimated and projected mid-year population for 1982, 1983, and 1984 and growth rates for the same periods for all countries and regions of the world; and projected birth and death rates for 1984 for all countries and regions of the world. •

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